

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>712183</b>
	Alt Order #:	06307727
	Product Desc:	JO HEALY AB. FOR CON
	Estimate:	1277
	Flight Dates:	09/12/12 - 09/17/12
	Original Date / Rev:	09/07/12 / 09/07/12
	Order Type:	Political

	<b>WKYC</b>
Primary AE:	Maria Bellwood
Sales Office:	T-DAL
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<b>Davis Group</b>
	Buying Contact:	
	Billing Contact:	
		4201 Bee Caves Road., Suite C-101
		Austin, TX 78704

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>Healy-Abrams/D/Congress</b>
	Demographic:	A18-49
	Product Codes:	PL-US House Representative
	Priority:	P-3
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	10	\$12,950.00	\$11,007.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	10	\$12,950.00	\$11,007.50	0.00
<b>Totals</b>	<b>10</b>	<b>\$12,950.00</b>	<b>\$11,007.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Marja Bellwood			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WKYC	25%	\$12,950.00
Market	100%	\$51,800.00

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	25%	\$12,950.00
WJW	25%	\$12,950.00
WOIO	25%	\$12,950.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/14/12	09/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:15/:15	1	\$800.00	P-3	0.00	BK	1	\$800.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	----F--		1		\$800.00		0.00					
E 2	WKYC	09/13/12	09/13/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:15/:15	1	\$800.00	P-3	0.00	BK	1	\$800.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	---T---		1		\$800.00		0.00					
E 3	WKYC	09/17/12	09/17/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:15/:15	1	\$800.00	P-3	0.00	BK	1	\$800.00
BOOKENDS															

Order / Rev: 712183  
 Alt Order #: 06307727  
 Flight Dates: 09/12/12 - 09/17/12

Advertiser: Healy-Abrams/D/Congress  
 Product Desc: JO HEALY AB. FOR CON  
 Estimate: 1277

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/17/12	09/17/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:15/:15	1	\$800.00	P-3	0.00	BK	1	\$800.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$800.00		0.00						
E 4	WKYC	09/16/12	09/16/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:15/:15	1	\$800.00	P-3	0.00	BK	1	\$800.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$800.00		0.00						
E 5	WKYC	09/12/12	09/12/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--W----	1		\$450.00		0.00						
E 6	WKYC	09/13/12	09/13/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:15/:15	1	\$700.00	P-3	0.00	BK	1	\$700.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	---T---	1		\$700.00		0.00						
E 7	WKYC	09/12/12	09/12/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--W----	:15/:15	1	\$1,200.00	P-3	0.00	BK	1	\$1,200.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--W----	1		\$1,200.00		0.00						
E 8	WKYC	09/17/12	09/17/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:15/:15	1	\$1,200.00	P-3	0.00	BK	1	\$1,200.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$1,200.00		0.00						
E 9	WKYC	09/14/12	09/14/12	Fri Prime B Fri Prime B	CM	9-10p	----F--	:15/:15	1	\$5,000.00	P-3	0.00	BK	1	\$5,000.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	1		\$5,000.00		0.00						
E 10	WKYC	09/15/12	09/15/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:15/:15	1	\$1,200.00	P-3	0.00	BK	1	\$1,200.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$1,200.00		0.00						
													Totals	10	\$12,950.00